



2161

Docket No. 7791-0092-25X DIV

IN RE APPLICATION OF: WILL H. GARDENSWARTZ ET AL.

SERIAL NO: 09/472,197

FILED: December 27, 1999

FOR: COMMUNICATING WITH A COMPUTER BASED ON THE OFFLINE PURCHASE HISTORY OF A...

ASSISTANT COMMISSIONER FOR PATENTS

WASHINGTON, D.C. 20231

SIR:

Transmitted herewith is an amendment in the above-identified application.

- ☒ No additional fee is required
- ☐ Small entity status of this application under 37 C.F.R. §1.9 and §1.27 is claimed.
- ☒ Additional documents filed herewith: Marked-Up Copy

RECEIVED
SEP 04 2001
Technology Center 2100

The Fee has been calculated as shown below:

CLAIMS	CLAIMS REMAINING		HIGHEST NUMBER PREVIOUSLY PAID	NO. EXTRA CLAIMS	RATE	CALCULATIONS
TOTAL	6	MINUS	20	0	× \$18 =	\$0.00
INDEPENDENT	3	MINUS	3	0	× \$80 =	\$0.00
		<input type="checkbox"/> MULTIPLE DEPENDENT CLAIMS			+ \$270 =	\$0.00
		TOTAL OF ABOVE CALCULATIONS				\$0.00
		<input type="checkbox"/> Reduction by 50% for filing by Small Entity				\$0.00
		<input type="checkbox"/> Recordation of Assignment			+ \$40 =	\$0.00
		TOTAL				\$0.00

- ☐ A check in the amount of _____ is attached.
- ☒ Please charge any additional Fees for the papers being filed herewith and for which no check is enclosed herewith, or credit any overpayment to deposit Account No. 15-0030. A duplicate copy of this sheet is enclosed.
- ☒ If these papers are not considered timely filed by the Patent and Trademark Office, then a petition is hereby made under 37 C.F.R. §1.136, and any additional fees required under 37 C.F.R. §1.136 for any necessary extension of time may be charged to Deposit Account No. 15-0030. A duplicate copy of this sheet is enclosed.

OBLON, SPIVAK, McCLELLAND,
MAIER & NEUSTADT, P.C.
Robert C. Mattson

Registration No. 42,850

**22850**Tel. (703) 413-3000
Fax. (703) 413-2220
(OSMMN 10/00)

H:\77910092.amcl.wpd

7791-0092-25X DIV
Client's Ref: OBSP/5R-GARD



#17/C
me
9-501

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF :
WILL H. GARDENSWARTZ ET AL : GROUP: 2161
SERIAL NO. 09/472,197 : EXAMINER: HAYES, J.
CPA FILED: April 03, 2001 :
FOR: COMMUNICATING WITH A
COMPUTER BASED ON THE
OFFLINE PURCHASE HISTORY
OF A PARTICULAR CONSUMER

RECEIVED
SEP 04 2001
Technology Center 2100

AMENDMENT

ASSISTANT COMMISSIONER FOR PATENTS
Washington, D.C. 20231

SIR:

In response to the Office Action mailed May 30, 2001, please amend the above-identified patent application as follows:

IN THE CLAIMS

Please rewrite claims 85, 87, and 89 as shown below. A marked-up copy of the claims is appended hereto.

85. (Three Times Amended) A computer readable medium for storing information for delivering a targeted advertisement, comprising a data structure including:

a first field for storing a first identifier identifying a first computer associated with a consumer; and

a second field linked to the first field for storing a second identifier associated with said first identifier and corresponding to an observed offline purchase history of the consumer, said purchase history including information of an offline purchase of the consumer